



Submitting Your Ads to the *Media Campaign Resource Center* (MCRC)

MCRC maintains a collection of tobacco counter-marketing advertisements developed by state health departments, nonprofit health organizations, and federal agencies. MCRC can duplicate and place these products with other agencies for the purpose of tobacco use control, according to terms and conditions of an agreement with each contributing agency.

The MCRC began collecting tobacco counter-marketing ads over a decade ago. Some ads from the earlier collection are still useful, but many are dated. To keep the collection interesting and valuable for all users, the MCRC continues to add new material from approved sources.

“Tobacco Control Knows No Borders”

Why Submit Ads to MCRC?

- By submitting your ads to the MCRC you contribute to building equity between states with large and small budgets for tobacco control;
- You save time and money since MCRC accepts full legal and financial responsibility for the distribution and use of your ads by others;
- You retain full copyright ownership while your potential legal liability in sharing ads is limited, or eliminated totally.

How to Make Submission Easier and Beneficial?

- “Too expensive” is the reason agencies give most for not following through with an MCRC ad inquiry. Planning up front can help keep costs down for future use of an ad; many of the following suggestions cost little to nothing if negotiated with your ad agency before ads are produced.
- Encourage your ad agency to keep the amount of talent and voiceovers in TV and radio spots to a minimum when reviewing creative concepts:
 - Large numbers of talent drive up the cost to maintain the ad and could make it too expensive for future use, even if fees are renegotiated at low rates.
 - Use extras instead of on-camera principals whenever possible to keep future costs low. Extras are paid session fees but no residuals for future use.
 - Examine the possibility of animated ads—these ads have a longer “shelf life,” are less likely to look dated, and are easily adaptable to other languages. Animations require only off-camera voiceover talent, which costs less at production and for future use.
- Request complete buyout agreements of time and broad future uses whenever possible for items not governed by union contract terms. This is usually not a significant cost if terms are negotiated prior to awarding the job but is expensive to renegotiate after the initial term. Agreements include:
 - Music for broadcast ads
 - Illustrations or photography for print ads
- Request an extra “generic” version of your ads that don’t include supers, local quitline numbers, Web sites or other contact information—generics make tagging by other users easier:
 - The cost for an extra version is minimal when planned for during production—it is much more expensive to do additions and edits after production
 - Consider requesting a 1-800-QUIT-NOW version for cessation ads that would be difficult to edit after production (e.g., an animated TV ad where the number would be difficult to replace in a simple end frame or a radio ad that repeats a number throughout the spot.
- Request the ad agency to provide you with extra copies of all documentation related to the development of the ads. This will make for easy access if you want to transfer an ad to the MCRC. Documentation includes:
 - Final cast reports
 - Performance contracts and W4s (including music license or stock agreement)
 - Ad scripts
 - Focus group and evaluation reports

Media Campaign Resource Center (MCRC)

770-488-5705 ext. 2 • mcrc@cdc.gov • <http://www.cdc.gov/tobacco/mcrc>

*Some of these suggestions come from the California Department of Health Services.
California was one of the first contributors of ads to the MCRC database and has the largest number of contributions.

CS 202144

